

Area of impact: Arts, entertainment and leisure

4. Many people use social networking websites such as MySpace.com in order to meet new people, talk to them in chat rooms, make special purchases and express their interests. In order to post personal details or to contact members, membership is first required. Some members think that they can set up false details in their membership application without fear of being identified.

[Source: <http://www.myspace.com/>]

- (a) Identify **two** ways in which investigators can establish the true identity of a member. [2 marks]
- (b) Social networking websites provide services that are free for users. Describe **two** ways that these websites generate funding to support the development of the site. [4 marks]
- (c) Explain how the operators of websites such as *MySpace* attempt to prevent multiple fake applications. [4 marks]
- (d) Discuss issues that *MySpace* must consider when formulating an “acceptable use” policy for its members. [10 marks]